

ABSTRACT OF THE DISCLOSURE

A method and system for rewarding customers of a casino. The method and system include establishing a game to participate in the method and system. Further included is placing a wager on the game by a player and obtaining points. The player accumulates a qualifying amount of points, so as to be eligible to reach a first reward level. After the player has reached the first reward level, the player has a choice to choose a first gift. Additional points are accumulate and added to the qualifying amount of points to form a cumulative amount of points. A second reward level is then reached and the player can choose an additional gift. The player then strives to reach multiple more rewards levels with varying gifts, while the amount of points obtained continue to accumulate without being reset to zero.